

(201) HOME



MEDIA KIT
2019

(201) HOME

If you're trying to reach people with the desire – and the means – to make their homes more luxurious, efficient and comfortable, there's only one publication in North Jersey for you: *(201) Home*.

(201) Home is 100% Bergen, 100% of the time. Which makes it unlike any other residential design publication in the area. Twice a year, in early May (the Spring issue) and in early October (the Fall issue), *(201) Home* provides you with an opportunity to reach 50,000 affluent Bergen households in a very special environment. As they discover what their neighbors down the street and around the county are doing to make over their homes, they'll discover your advertisement at the same time!

(201) HOME Rates

STANDARD SIZES

Frequency*	1 X	2 X
Two-Page Spread	\$8,010	\$5,865
Full Page (standard or bleed)	\$4,435	\$3,260
2/3 Page Vertical	\$3,270	\$2,380
1/2 Page Horizontal	\$2,610	\$1,870
1/2 Page Vertical	\$2,610	\$1,870
1/3 Page Square	\$1,785	\$1,295
1/3 Page Vertical	\$1,785	\$1,295
1/4 Page	\$1,390	\$1,015
1/6 Page (Vertical only)	\$960	\$705
1/12 Page	\$515	\$370

For space reservations or further information, call your (201) Magazine account representative or (201) 646-6955.

BONUS "TRADE" DISTRIBUTION

Your ad in *(201) Home* will be seen by a bonus audience comprised of 1,000 architects, interior designers and custom builders - all Bergen-based!

*All advertising rates are net.
In-home dates may vary depending on USPS delivery cycles.



COMING IN EARLY MAY AND EARLY OCTOBER 2019

SPRING

Editorial Highlights

- Back Yards
- Bathrooms
- Going Green: Solar panels for the home
- Designer Showhouse of New Jersey
- House and Garden Tours

Ad Space & Copy Deadline March 8
Camera Ready Material April 9
In-Home Date May 1

FALL

Editorial Highlights

- Kitchens
- Leaders in Home Design
- What you need to know before a home renovation

Ad Space & Copy Deadline August 9
Camera Ready Material September 10
In-Home Date October 2

(201) HOME

Special Advertising + Advertorial Sections Provide Big Exposure – At Very Low Rates!

Our Designer Showcase sections in both the Spring and Fall issues of *(201) Home* allow you to tell your company story in two ways – through an in-depth advertorial and an image advertisement. For your advertorial, we'll include a photo session with your staff and an interview with an executive. And we'll take care of all the copywriting and design work, too.

Your advertisement can be designed by your team or ours.



Greenbaum Interiors
 588 Route 17 North • Ridgewood, New York 11385
 301 Washington St. • Jamaica 11432 • 718-335-3333
 100 Mount Vernon Ave. • Elmhurst 11375 • 718-335-3333
 www.greenbauminteriors.com

Whether it's a weekend setting up their new apartment, a couple looking for their first home, or an experienced homeowner that has longed for a better and more functional home, Greenbaum Interiors has always provided a wealth of high-quality, personalized services for the client's needs. Offering the finest furniture, furnishings and design ideas for home, office and commercial spaces, Greenbaum Interiors continues to be the go-to destination for the client.

Based in Queens, Nassau and Manhattan for many years, Greenbaum Interiors has earned the reputation of a top-notch destination to provide a large base of satisfied customers. Greenbaum Interiors' clients include the city's most prominent hotels, high-end luxury homes and the city's most prominent real estate agents. For the many luxury homes companies that have recently opened in the Tri-State area, Greenbaum Interiors has been the go-to destination for the client's needs.

Greenbaum Interiors has been designated as a "Best Furniture Store" in the world by HomeAdvisor magazine and is a member of the National AFSA. It is a member of several other industry organizations and is committed to providing the highest quality of service to its clients. Greenbaum Interiors is committed to providing the highest quality of service to its clients. Greenbaum Interiors is committed to providing the highest quality of service to its clients. Greenbaum Interiors is committed to providing the highest quality of service to its clients.

GREENBAUM INTERIORS
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100 Mt. V. • Jamaica, NY 11432 • 718-335-3333
 71st St. • Elmhurst, NY 11375 • 718-335-3333

Advertorial + Ad Package Options

\$8,010
 1 Full-Page Advertorial + 1 Full-Page Ad
 2 PAGES TOTAL SPACE

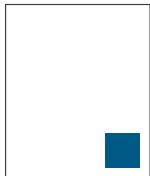
\$4,435
 1/2 Page Advertorial + 1/2 Page Ad
 1 PAGE TOTAL SPACE

\$2,610
 1/4 Page Advertorial + 1/4 Page Ad
 1/2 PAGE TOTAL SPACE

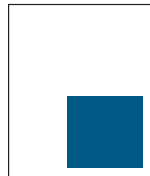
Spring Designer Showcase Ad Deadline: March 8

Fall Designer Showcase Ad Deadline: August 9

For space reservations or further information, call your (201) Magazine account representative or (201) 646-6955.



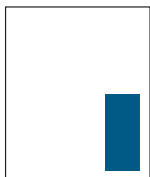
1/12 PAGE SQUARE
2.6" X 2.562"



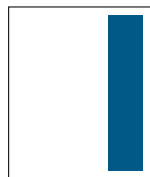
1/3 PAGE SQUARE
5.45" X 5.375"



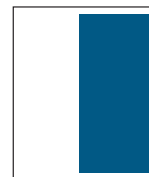
1/2 PAGE HORIZONTAL
8.3" X 5.375"



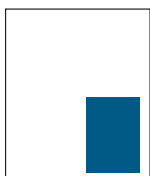
1/6 PAGE VERTICAL
2.6" X 5.375"



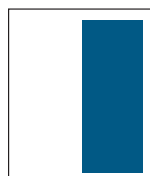
1/3 PAGE VERTICAL
2.6" X 11"



2/3 PAGE VERTICAL
5.45" X 11"



1/4 PAGE VERTICAL
4.025" X 5.375"



1/2 PAGE VERTICAL
4.025" X 11"



**FULL PAGE
DESIGNER SHOWCASE PROFILE**
9.5" X 11.375"

PRODUCTION REQUIREMENTS

PREFERRED FILE TYPE

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded.

All PDF files should be accompanied by a matchprint proof.

For other file type submissions, please contact your account executive for alternate file type options.

UNACCEPTABLE FILE TYPES

Native files in Microsoft PowerPoint, Microsoft Publisher, or Word Perfect format cannot be accepted at this time. Microsoft Word documents may be submitted as a source of text content for an ad, but not as a format for a final file.

Website images and logos are low-resolution and not acceptable.

Color Modes and Trapping

Process Color Prepare all finished color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

Trapping is the responsibility of the advertising agency or designer.

GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, EPS or JPEG, minimum 300 ppi (pixels per inch).

Bitmapped images minimum resolution 1200 ppi.

Image size must be 100% of the size it will print. Enlarging images may result in a loss of quality

DELIVERY METHODS

Email: northeastcreative@gannett.com

Via Web Browser

Files under 50mb can be uploaded at ftp1.njmg.com. For password information, please e-mail magazines@northjersey.com.

FTP Upload

An FTP site is available for larger file uploads. Please e-mail northeastcreative@gannett.com for instructions.

Via Subscriptions Service

AdSend (NJPAS)

Physical media

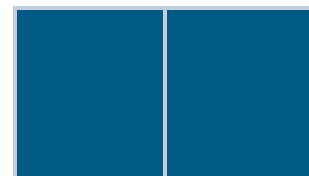
Disks and color-match proofs can be mailed to: North Jersey Media Group, Attention Magazine Production, 1 Garret Mountain Plaza, Woodland Park, NJ 07424-0471



FULL PAGE BLEED

10.25" X 12.25"

TYPE SAFETY: 9" X 11"
TRIM SIZE: 10" X 12"



TWO-PAGE SPREAD WITH BLEED

20.25" X 12.25"

TYPE SAFETY: 18.5" X 10.5"
GUTTER SAFETY: .5"
TRIM SIZE: 20" X 12"

* Ads requiring custom design work are subject to an additional fee.

For more information, please contact:
201-646-6955

AS OF 10.15.18 / MEDIAKITS / 201HOME